PTCL GROUP & PTA's COLLABORATION FOR GENDER INCLUSION IN ICT





Significance of Gender Diversity & Building an Inclusive Workplace Culture

Excellence does not discriminate between genders. Instead, it defines skill and good management [People Management, UK]



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PTCL Group's Initiatives for Women Inclusion in ICTs

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Commercial & Financial Empowerment



23.9 %

of the total Ufone subscriber base is women Out of which **68 %**

of the women subscribers are data users(3G & 4G)

As per a commercial survey, Ufone has up to 40 % women users. Some sims are issued in Male - Head of Family's name due to socio-cultural barriers



Ba-Ikhtiar Project

100 Women Entrepreneurs in Haripur

Digital & Financial Empowerment



Partnership: PTCL Group & Pakistan Poverty Alleviation Fund (PPAF) Implementing partners: NRSP, Daraz and U Microfinance Bank

Objective: To empower women entrepreneurs by providing them with the necessary tools, skills, and resources to succeed in the digital economy

Initiatives: Providing Free Smartphones, Data Packages, and Comprehensive Training in Financial and Digital Skills and access to Microfinance Facilities

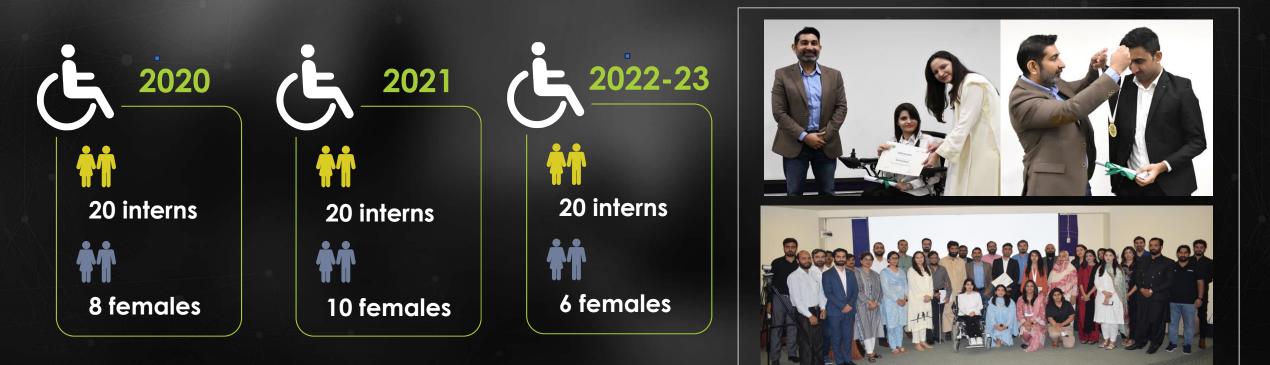
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- Proof free Internet Connectivity to underprivileged schools
- Supporting the education of young female students





Flagship Internship Program for Persons with Disabilities





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Bridging the Industry-Academia Gap





Female Interns were Onboarded in 2023

The interns are given a first-hand experience of working with professionals and understanding the dynamics of corporate Telco culture.

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Empowering Communication: The Women's Network at PTCL Group



"Connected Women Network"

A hub for PTCL Group women to mentor, celebrate, and empower each other, fostering a supportive community for personal and professional growth.

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PTCL Group's Commitment to Enhancing the People Experience for Women, by Prioritizing their Unique Needs



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Thank You

